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PATENT
Attorney Docket No.: 021756-068700US
Client Ref. No.: OID-2000-136-01

TOWNSEND and TOWNSEND and CREW LLP

By: /Joni E. Peterson/
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Max Schireson

Application No.: 10/071,945

Filed: February 5, 2002

For: AN E-COMMERCE STORE
MANAGEMENT USER INTERFACE
FOR PERFORMING WEB SITE
UPDATES

Customer No.: 51206

Confirmation No. 3623

Examiner: Mary Da Zhi Wang Cheung

Technology Center/Art Unit: 3694

AMENDMENT

Via EFS-Web

Mail Stop Amendment

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Commissioner:

In response to the Office Action mailed October 19, 2009, please enter the
following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this
paper.

Remarks/Arguments begin on page 8 of this paper.